

Context of the assignment:

Pinel et Pinel is a French leather-good brand which needs to develop its awareness.

I pretend I am the Marketing Director of the Brand and I brief a media agency which has expertise in creating events and measuring Social Media impacts in France and in China.

The strategy of the brand in the briefing is based on the actual strategy which information were collected on internet and with an interview of one top executive. However new products, objectives, event requested are fiction.

The document is composed of:

- 1 - DREF (in this case, it is an image analysis of the brand based on content available on internet)
- 2 - Brief for the media agency

1 - DREF

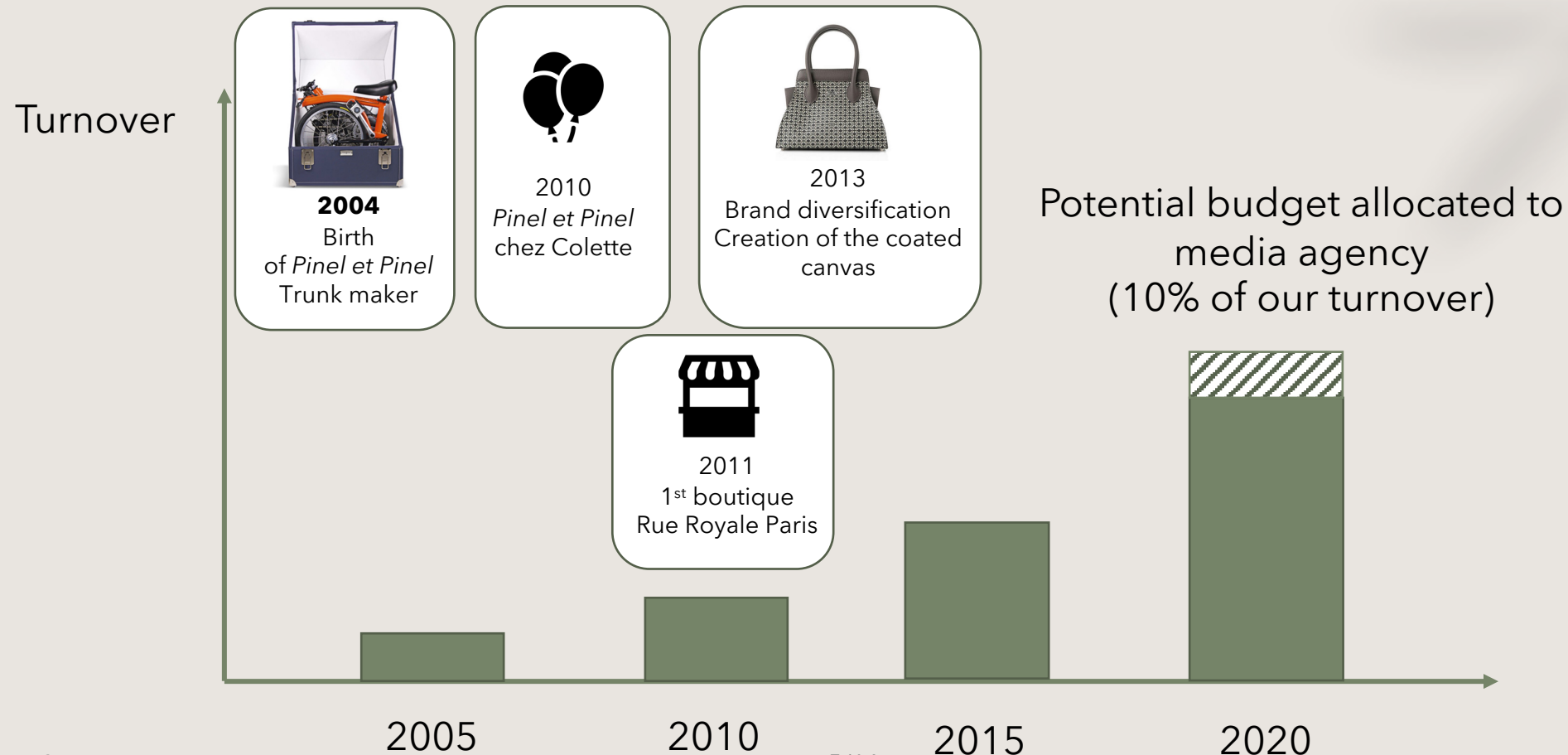


Differentiation ++++	Relevance ++	Esteem ++++	Familiarity
Unconventional trunks	High level of craftsmanship and material	Trusted and reliable brand, close relationships with clients	
Traditional Parisian savoir-faire mixed with last technologies	Exclusivity of the creations	Maison seen with a human and humble dimension	
Unique bespoke service	Creativity and audacity (trunks + collaborations with other universes: BIC, Nespresso)		
Strong visible link between the brand and its artistic director/CEO	Pure, elegant contemporary design and very bright colours		
Powerful established competition: Goyard, Louis Vuitton, Hermès	Not relevant for most of Luxury clients who looks for status recognition	Difficult to measure with only few connoisseurs	Very small awareness even among French luxury clients
No specific heritage or patrimony (no legitimacy)	No strong and recognizable identity (lack of consistency between boutiques, website, visuals)		Low visibility with only 3 boutiques worldwide
Often perceived as the same style as Goyard for the "toile enduite" collection	No visible initiatives regarding responsible purchase		No partnerships with well known e-commerce platform
	Trunks with masculine inspiration, not very relevant to most women		Very small budget

2 - BRIEF TO AGENCY

1 - A YOUNG AND PROMISING COMPANY

Pinel et Pinel is a French contemporary truck-maker and leather goods maker combining high level of craftsmanship, exceptional materials and high technology.



I - WHO WE ARE

2 - OUR IDENTITY

What is the difference with *Louis Vuitton*, *Goyard* and *Faurepage* ?

- Audacity and no limits in our creations
- Exceptional bespoke service (flexibility and responsiveness with clients)
- Contemporary design and bright colours
- Close relationship with our clients
- Daring collaborations with different universes (BIC, Nespresso...)
- Fred PINEL strongly linked to the brand

➤ **Objective: develop awareness focusing on our differentiation**



3 - OUR ICONIC CREATIONS

- Audacious trunks mostly inspired from masculine universe (cigars, watches, spirits, games...)
- Leather goods for men and woman
- Creative collaborations including:
 - o BIC®
 - o Nespresso

<https://www.pineletpinel.com/>

<https://www.facebook.com/PineletPinelParis/>

<https://www.instagram.com/pineletpinel/?hl=fr>

- **Objective: nourish our differentiation segment (audacious trunks) with more feminine inspirations**



5 - OUR NEXT LAUNCH - September 2021

A reinterpretation of the Jordan trunk created in 2006 with contemporary design both for men and women

New limited edition of 6 pieces

Price range: 25 000 Euros



A Jewellery box inspired from the the existing "mini male"

New collection

Price: 4,000 Euros



4 - OUR CLIENTS

- Men (for trunks) and women (for leather goods) between 40 and 60 years old
 - 50% resident in France, 50% abroad
 - Interests into luxury watches, spirits, cars, cigars, they owned already all the iconic luxury branded items
 - Well established luxury or premium companies (Maison du Chocolat, Luxury watch brands, etc...)
- **Objective: develop the feminine 20-40 years old client segment**



5 - OUR EXCLUSIVE DISTRIBUTION

- Physical sites:
 - 3 boutiques (Paris, HK and Macau)
 - Specific products available in other brand's points of sale in Paris, Hong Kong, Los Angeles, Doha:
 - 45 luxury watches POS
 - 10 cigars POS
 - 12 high quality writing tools POS
- E-commerce:
 - Re-opening of website e-commerce in 2019
 - Partnership with re-known luxury e-commerce platform in discussion

➤ **Objective: develop the brand in France and in China through e-commerce platforms**

Paris



Hong Kong



Macau



II - WHAT WE EXPECT FROM YOU

1 - CREATE A "SELFIABLE" 2-WEEKS EVENT

=> Develop awareness around the brand:

- focusing on its differentiation
- Trunks, novelties and leather-goods can be consigned for this event
- memorable and "instagramable" event
- from Sept. 15th to Sept. 30th

=> Target audience: 20-40 years old women with interests into luxury fashion, jewellery, Arts, music, cosmetics

=> Find initiatives for pre-event teasing and post event buzz to prolong the social media visibility

=> Events must be located in Paris and in Shanghai



2 - REPORT THE IMPACT OF THE EVENT

One full report will be required to measure the impact of the entire event strategy (event, pre-event and post event initiatives) including but not limited to Earn Media and the Brand's official pages benefits.

A - Earn Media

Earn Media	Digital		Print
	France	China	
Brand mentions			
Share of voice			
Audience sentiment			

Please include the results withing the different platforms (Instagram, Facebook, WeChat etc..) and compare the results with a similar event from another brand.

B - Social media pages and website benefits after the event:

Type of metric	<i>Pinel et Pinel</i> as of today	Faurelepage	Goyard	<i>Pinel et Pinel</i> after event target
Facebook subscribers	42 000	295 000	120 000	100 000 (+140%)
Instagram followers	12 500	110 000	661 000	100 000 (+700%)
Website daily average traffic	10 000			+100%
Newsletter subscription	10 000			+100%

II - WHAT WE EXPECT FROM YOU

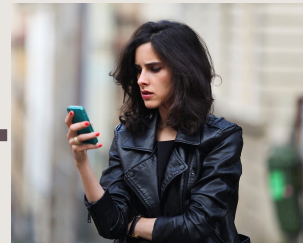
3 - WITHIN THIS CALENDAR

3 months of visibility in media



May 4 th TODAY	May 15 th - 30 th	July 15 th	Aug. 15 th - Sept. 14 th	September 15 th - 30 th	Sept. 18 th	Sept. 16 th - Oct. 15 th	Oct. 15 th
<i>Pinel et Pinel</i> Briefing to agency	Back and forth between agency and <i>Pinel et Pinel</i>	Agency project validation by <i>Pinel et Pinel</i>	Social Media teasing period	 Event in Paris and Shanghai	Event traffic report to <i>Pinel et Pinel</i>	After event initiatives to prolong the buzz	Full event report with Earn media and official pages figures
				Novelties launch			

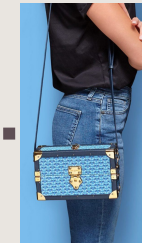
Client
journey
expected



Client
teased
through
social media



Client social media
engagement
"#pineletpinel"



Website and social
media official page
visits



Visit in
boutique



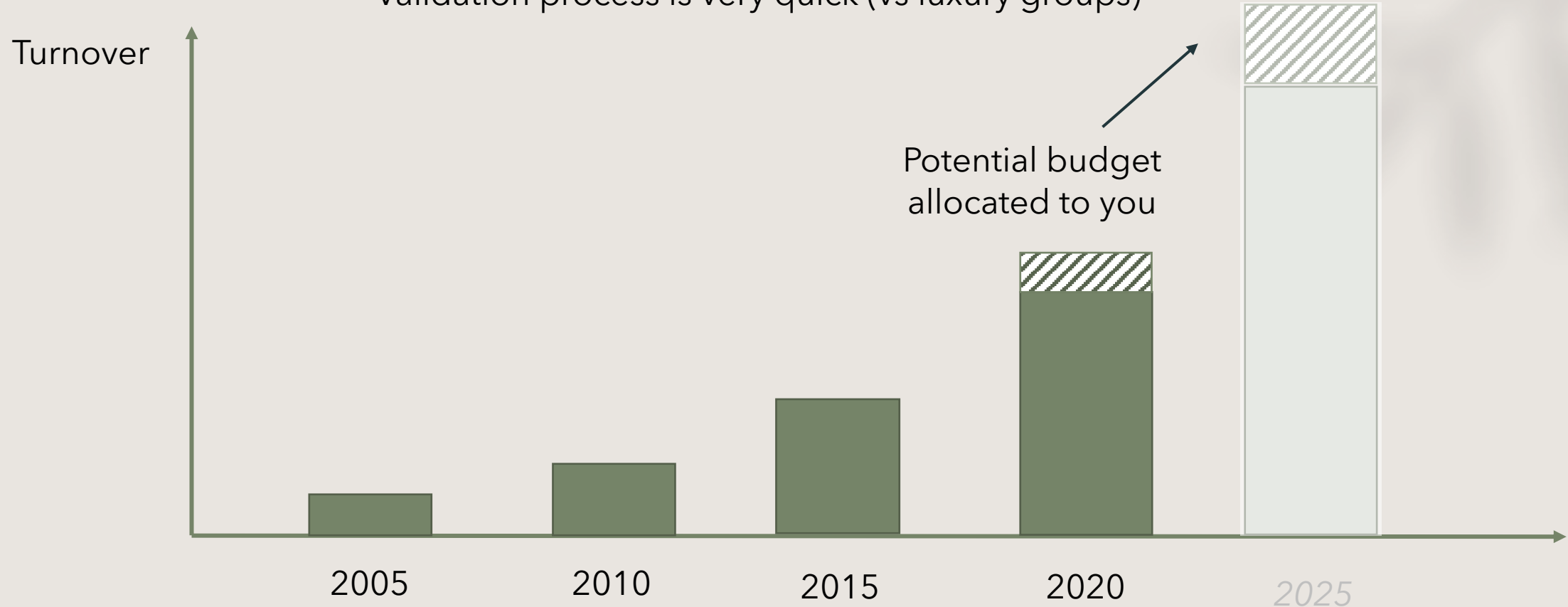
Purchase in
boutiques or
online

4 - WHY WORKING WITH US ?

We aim at growing with a long term partner

Our values: we encourage audacity, creativity and we aim at being a very collaborative team

Validation process is very quick (vs luxury groups)



THANK YOU